

## ODA Social Media Page Guidelines

When posting on the Ohio Dental Association's social media pages, please be respectful of all other users. All users must follow the social media platform's terms of service and should avoid sharing personal information, whether it is the user's own or that of others.

By interacting on our social media pages, the user agrees to the following:

- 1) The ODA's social media pages shall not be used for any illegal purposes, including, but not limited to, violation of intellectual property laws, antitrust laws, or criminal laws.
- 2) User acknowledges and agrees that he or she assumes all risks associated with the use of any and all content on the ODA social media pages. The ODA makes no representations or warranties related to the use of the ODA social media pages.
- 3) The user is solely responsible for the content of all the information that he or she posts, links to, or uploads. By participation, the user represents and warrants that he or she has all the rights necessary to receive, use, transmit and disclose all data that he or she uses in any way on the ODA's social media pages. The user further represents and warrants that all posts, including comments and links, shall comply with all applicable laws and regulations. The user agrees and acknowledges that he or she is solely responsible for any liabilities, fines, penalties, or forfeitures that occur either directly or indirectly from his or her participation or posts on the ODA's social media pages.
- 4) Everything the user posts must be truthful, to the best of the user's knowledge, accurate, not misleading and offered in good faith.
- 5) By posting content on the ODA's social media pages, the user is granting to the ODA a royalty-free, perpetual, irrevocable, non-exclusive right and license to use, reproduce, modify, adapt, publish, distribute, and display such posting and/or content, in whole or in part, in any manner and media format the ODA sees fit.
- 6) When disagreeing with others' comments, the user shall keep his or her comments respectful of others, including avoiding personal attacks and characterizations that question a person's motives or qualifications.
- 7) The user shall not post anything that may constitute spam, including posting with a degree of frequency or repetitiveness that may discourage others from posting.
- 8) The user shall not propagate computer viruses or worms or make or cause to make any unauthorized entry into any other machine accessible via the ODA's social media pages.
- 9) The ODA's social media pages shall not be used in any way that could give rise to a claim of anti-competitive action. Accordingly, the user shall avoid posting information related to doing business – or not doing business - with any third parties, the rate of pay for dental office employees, fees charged for specific dental services, etc.
- 10) The user agrees not to utilize or post any material in a manner that is inconsistent with copyright laws or otherwise infringes upon the intellectual property rights of others.
- 11) The ODA reserves the right to remove content, including links, that the ODA determines at its sole and absolute discretion to be unlawful, fraudulent, threatening, libelous, defamatory, obscene, not relevant to the ODA or otherwise objectionable. This may include but is not limited to:
  - Spam
  - Personal attacks
  - Off topic comments
  - Inflammatory comments
  - Duplicate posts
  - Content that references an inappropriate third-party page
  - Advertisements
  - Content attempting to impersonate someone else
  - Promotion of illegal conduct

- Comments (or other content) that mention the user's competitors or the user's competitors' products, prices or services

12) The ODA social media pages may not be used to campaign for or endorse or otherwise support any candidate for ODA, ADA, local dental society positions, including officer, trustee, or committee/council member.

13) The ODA social media pages may not be used for electioneering or endorsing any candidates for federal, state, or local political office.

14) While user-generated content – posts, links, etc. - may represent the views of the user, such content does not necessarily represent the views or policy of the ODA.

15) References or links provided by the ODA to products, services or other entities do not constitute endorsements by the ODA. The ODA does not make any representations or warranties with respect to any link or post. The user's use of any link is solely at the user's own risk.

16) The ODA's logos are its own intellectual property and may not be used without the express written permission of the ODA.

17) Any information posted on this site is general in nature and is not intended and should not be taken to replace or modify the dental or medical advice of your dentist or physician. Please remember that the information and content on this website must be considered as informational only and is not designed to replace a dentist's or physician's independent judgment about the appropriateness or risks of a procedure or condition for any given patient.

18) This code of conduct for the ODA social media pages may be amended or modified by the ODA at any time. The ODA reserves the right to ban any users who do not follow this code of conduct.